

"Right city, at the right time, with the right customers."



John Benton, GM

"A phenomenal experience from the beginning."



Shawn Hayes, Operating Partner

"We exceeded COACH goals and surpassed every one of our expectations."

Diana Manzanes, Store Manager

"Phenomenal sales thanks to huge crowds south of the border."



Value Retail News, Dec. 2007

"We are ranked in the top 5 stores in North America. Traffic from Mexico is tremendous."



Ruth Jimenez, Store Manager

"We are busy around the clock. The community has embraced us."



Ron Enriquez, Texas GM



mountains of opportunity.

three states, two nations...one economy

- One of the largest border cities in the world
- 6th-largest city in Texas; 21st-largest in the U.S.
- 25 million northbound border crossings in 2007
- 241,340 daily traffic count on Interstate 10
- 52% ↓ in home foreclosures for first quarter 2008



City	Population (within 50 mile radius)
Los Angeles	14.5 million
San Diego	4.2 million
Phoenix	4 million
<b>El Paso</b>	<b>2.2 million</b>
San Antonio	1.9 million
Denver	1.8 million
Austin	1.5 million
Tucson	979,671

## el paso facts:

More than 60,000 households have incomes greater than \$50,000/year.

10th fastest-growing real estate market in the U.S.

Source: CNNMoney.com, May 2008

More than 43,000 college students in the region.

(University of Texas at El Paso and El Paso Community College)

# el paso texas...mountains of opportunity

El Paso borders the state of New Mexico and the state of Chihuahua, Mexico, representing one of the largest international border metroplexes in the world. We have a consumer base of more than 2 million people and are poised for growth in the following areas:



## Fort Bliss

Home to the nation's fastest-growing Army post resulting in a total population of **37,000+ soldiers** and **53,000+ accompanying spouses and children** by 2012. Almost **\$5 billion** in construction is underway to accommodate the expansion, which is also expected to result in more than **\$1 billion** in new economic impact. Fort Bliss is also home to the Evaluation Brigade Combat Team, tasked with all Future Combat System testing for the Army.

## Downtown Revitalization

Downtown revitalization is the effort transforming 300 acres into a vibrant place to live, work, play, shop and visit. Redevelopment includes several major public sector ventures, such as the renovation of the Main Library and the construction of a new Museum of History. The private sector has also made significant investment in landmark buildings, resulting in a more than 50 percent increase in Downtown property values.

## Texas Tech Medical Center

Home to the Texas Tech University Paul L. Foster School of Medicine, the first four-year medical school to open on the U.S.-Mexico border. The school's arrival is expected to result in **\$1.5 billion** in economic impact and create more than **500 jobs**.



## Cross-Border Retail

Ciudad Juarez comprises about 40% of the 3 million total population in the state of Chihuahua. The impact of purchases in El Paso by Mexican nationals is substantial by all accounts and plays a critical role in the retail trade sector.

Since most of the retail trade conducted is done in cash, it is difficult to document the share of retail spending by Mexican nationals. However, the license plates in the parking lots tell the story. Better prices, higher quality, superior service, greater product availability, and a very high level of brand loyalty, are but a few of the reasons why people travel into the U.S and specifically El Paso.



### retail fact:

**54.5% of El Paso retailers say  
at least half of their sales are to Mexican Nationals.**

(John Hadjimarcou, University of Texas at El Paso, June 2006)  
Interviews with retailers and store managers in late 2007 also attest to this fact.

El Paso stands at the forefront of communities transcending borders. With continued growth, ample land for expansion, and revitalization efforts are all contributing factors that fuel the transformation taking place.

We are looking to expand our base of quality retail in this growing economy.